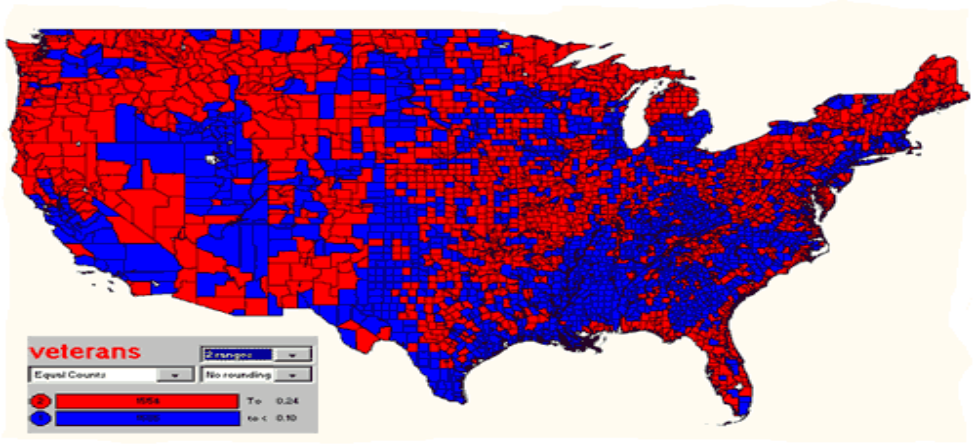
Demographic Databases

GeoLytics is an industry leader, providing demographic data, census demographics, market research data, and geocoding for social researchers and business marketing since 1996. Our easy-to-use software comes with built-in mapping capabilities that create thematic maps for instant spatial display of your demographic information. Business and marketing personnel use GeoLytics data for target marketing, customer profiling, and business site selection. More than 4,000 libraries, universities, and government agencies trust GeoLytics for our population estimates, population projections, and GIS data.

Company Information

Since 1996 GeoLytics has published detailed demographic and geographic data on CD-ROM, DVD, and Online for business, academic, non-profit, and government markets. GeoLytics customers work in many environments, including libraries, real estate, insurance, banking, telecommunications, healthcare, media, and retail firms; in state, local, and federal government; and in hundreds of colleges and universities across the country. GeoLytics is a leading provider of census, demographic, and geographic data for academic and business researchers.

Census Data Discussion



Long Form (SF3) - is gathered from approximately 1 out of 6 households. This is the most comprehensive demographic dataset and includes not only demographic variables such as population, race, age, and household composition, but also has specific socio-economic and housing variables such as income, poverty, housing value, mortgage, rent paid, employment, occupation, education, ancestry, language, commute to work, disabilities, veterans/military status, and much more.

Redistricting - this product has a very limited variable set (total population, race, and age breakouts). But, it contains more geographic selections than other products such as school districts and state voting districts. It is predominately used for its geographies.

Bundled Packages – Big Savings

You can always purchase any product on its own, but for those researchers, libraries or companies who want access to multiple products to study changes over time we offer our specially priced packages.

Census Reference Package - This bundled package includes the complete Census data from 1960-70-80-90-2000-2010 all in their original boundaries. The package includes the 2010 Census Package Plus comprised of the 2010 American Community Survey.
Census 2010 Package - This package includes the 2010 Summary Form 1 (SF1) and the 2010 Redistricting - both go down to the block level.
Census 2010 Package Plus - This package includes the 2010 Summary Form 1 (SF1) and the 2010 Redistricting - both go down to the block level. In addition it includes the 2010 American Community Survey (with important variables such as income, employment, housing value, educational attainment, language spoken, etc.)
Census 2000™ Package - This bundled package includes all of our 2000 Census Data products on CD or DVD: Long Form, Short Form, Redistricting, and both block level products.

Estimates and Projections

Get all your demographic data and demographic maps with GeoLytics current year population estimates and 5-year population projections. Business researchers need the most up-to-date information for planning and marketing. With our current year estimates and 5-year projections, consumer expenditures, and profiles businesses can target their best business strategies and profile customers. Estimates and projections are essential business data for all business marketing plans.

The U.S. Census Bureau releases limited population estimates at the state and county level only. These data are simple estimates of total population growth with few variables. GeoLytics estimates and projections data expands on the census counts to include age, race, sex, housing, income, poverty, employment, and educational attainment. Plus, with our demographic estimates, you get access to data down to the zip code, tract and block group level. Our Premium version will also have towns, cities and MSAs and our Block level data has just that - data at the block level.

For more information please visit

http://www.geolytics.com

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